



MARS – MEDIA AGAINST RACISM IN SPORT

Media, Diversity & Racism in Sport

NATIONAL MEDIA ENCOUNTER

Ethics & Editorial Management

FINAL AGENDA

21. – 22 JANUARY 2012

Centrum Prasowe Foksal

Ul. Foksal 3/5 00-366

Warsaw, Poland



MARS - Media Against Racism in Sport

Funded
by the European Union
and the Council of Europe



EUROPEAN UNION



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Implemented
by the Council of Europe

20 JANUARY 2012

Arrival of non local participants – Free evening

21 JANUARY 2012

9.00 am **Registration**

9.30 am **Media, Diversity & Racism in Sport – Ethics & Editorial Management**

Introduction

Plenary session

Krzysztof SKOWROŃSKI President, *SDP*, Polish Journalist Association, Poland

Stephen PEARSE General Secretary, *EFJ* – European Federation of Journalists

Reynald BLION *Media & Diversity* and *MARS* Programme Manager, Council of Europe

10.30 am *Coffee Break*

11.00 am **Media, Diversity & Racism in Sport – Ethics & Editorial Management**

Round Table – Contextual Elements, Presentation of the challenges and issues to be addressed – Perspectives on print press

Jolanta E. KOWALSKA PhD., Researcher, *University of Łódź*, Poland

Reinhard KRENNHUBER Chief Editor, *Ballesterer*, Austria

Wojcieh WIŚNIEWSKI Board Member, *Polish Association of Football Fan Clubs*, Poland

Facilitation **Stefan SZCZEPŁEK**, Senior Editor "*Rzeczpospolita*", Poland

12.30 pm *Lunch*

2.00 pm **Media, Diversity & Racism in Sport – Ethics & Editorial Management**

THE CHALLENGES OF PRINT PRESS

2 Working groups

Based on the professional practices of the participants, the examples of their media daily work and the discussion of the existing ethical mechanisms and regulation working groups will have to provide an analysis of the context, strengths, weaknesses, challenges and needs / expectations and to build proposals regarding the inclusion of non discrimination and expression of diversity in print press journalism ethics and media editorial management

(objectives, content and ways of implementation and respect) in relation to media sport coverage, even if not exclusively. This analysis will follow the three groups of questions presented above. Concretely, each working group will aim at answering to the following three groups of questions:

- 1/ *what concrete contents are introduced in ethical and professional principles implemented in print press regarding diversity, its expression and non discrimination? What are their added values and limits? What are the complementary elements, in terms of content, to be developed for a greater inclusion of diversity, its expression and of non discrimination in media production of print press?*
- 2/ *what tools (code of conducts, charter, internal rules...) are developed within the print press regarding diversity, its expression and non discrimination? What are their added values and limits? What are the complementary elements, in terms of content, to be developed for a greater inclusion of diversity, its expression and of non discrimination in media production of print press?*
- 3/ *what mechanisms of respect of professional rules and principles and tools are implemented in print press regarding diversity, its expression and non discrimination? What are their added values and limits? What are the complementary elements, in terms of content, to be developed for a greater inclusion of diversity, its expression and of non discrimination in media production of print press?*

Facilitators **Barbara KLIMCZAK** – Chair person, *Akademia - Euro Edukacji* - G1
Jolanta E. KOWALSKA – Researcher, *University of Łódź* – G2

4.30 pm *Coffee break*

5.00 pm **Media, Diversity & Racism in Sport – Ethics & Editorial Management**

Presentation of working groups' conclusions on:

- 1/ *contents introduced in ethical and professional principle in print press regarding diversity, its expression and non discrimination*
- 2/ *developed tools in print press regarding diversity, its expression and non discrimination*
- 3/ *mechanism of implementation and respect of professional rules and principles and tools implemented in print press regarding diversity, its expression and non discrimination*

Synthesis of key points regarding the observed and discussed elements.

Plenary session

6.00 pm *End of day 1 – Free evening*

7.30 pm **Dinner** (*Location to be confirmed*)

9.00 am **Media, Diversity & Racism in Sport – Ethics & Editorial Management**
Round Table – Contextual Elements, Presentation of the challenges and issues to be addressed – Perspectives on audiovisual

Barbara KLIMCZAK President, *Akademia - Euro Edukacji*, Poland

Markus PINTER Project coordinator, *FairPlay – VIDC*, Austria

Yared SHEGUMO Runner / Athlete, Poland

Paweł WÓJCIK Deputy Director, *Polsat Sport*, Poland

Facilitation **Janusz BASAŁAJ**, CEO & Chief Editor, *Orange Sport TV*, Poland

11.00 am *Coffee Break*

11.30 am **Media, Diversity & Racism in Sport – Ethics & Editorial Management**

THE CHALLENGES OF AUDIOVISUAL

2 Working groups

Based on the professional practices of the participants, the examples of their media daily work and the discussion of the existing ethical mechanisms and regulation working groups will have to provide an analysis of the context, strengths, weaknesses, challenges and needs / expectations and to build proposals regarding the inclusion of non discrimination and expression of diversity in audiovisual journalism ethics and media editorial management (objectives, content and ways of implementation and respect) in relation to media sport coverage, even if not exclusively. This analysis will follow the three groups of questions presented above. Concretely, each working group will aim at answering to the following three groups of questions:

- 1/ what concrete contents are introduced in ethical and professional principles implemented in radio and TV regarding diversity, its expression and non discrimination? What are their added values and limits? What are the complementary elements, in terms of content, to be developed for a greater inclusion of diversity, its expression and of non discrimination in radio and TV production?*
- 2/ what tools (code of conducts, charter, internal rules...) are developed within the audiovisual media regarding diversity, its expression and non discrimination? What are their added values and limits? What are the complementary elements, in terms of content, to be developed for a greater inclusion of diversity, its expression and of non discrimination in audiovisual media production?*

3/ *what mechanisms of respect of professional rules and principles and tools are implemented in radio and TV regarding diversity, its expression and non discrimination? What are their added values and limits? What are the complementary elements, in terms of content, to be developed for a greater inclusion of diversity, its expression and of non discrimination in audiovisual media production?*

Facilitators **Barbara KLIMCZAK** – Chair person, *Akademia - Euro Edukacji* - G1

Jolanta E. KOWALSKA – Researcher, *University of Łódź* – G2

1.00 pm *Lunch*

2.30 pm **Media, Diversity & Racism in Sport – Ethics & Editorial Management**

Presentation of working groups' conclusions on:

1/ *contents introduced in ethical and professional principle in print press regarding diversity, its expression and non discrimination*

2/ *developed tools in print press regarding diversity, its expression and non discrimination*

3/ *mechanism of implementation and respect of professional rules and principles and tools implemented in print press regarding diversity, its expression and non discrimination*

Synthesis of key points regarding the observed and discussed elements.

Plenary session

3.30 pm *Coffee break*

4.00 pm **Media, Diversity & Racism in Sport – Ethics & Editorial Management**

Presentation and discussion of the final conclusions of the **National Media Encounter Media & Anti-Racism in Sport – Ethics & Editorial Management**

Reynald BLION *Media & Diversity* and *MARS* Programme Manager, Council of Europe

Yuklan WONG Campaigns & Project Officer, *EFJ* – European Federation of Journalists

Zbigniew RYTEL Board member, *SDP*, Polish Journalist Association, Poland

5.00 pm ***End of the National Media Encounter & Departure of participants***

Media, Diversity & Sport - Key Figures!

In Europe, only a quarter of news subjects are women, even though they account for over half of the European population (GMMP, 2010)! While immigrants represent around 10% of the EU population (*Eurostat, 2011*) migrants and ethnic minorities represent less than 5% of the main actors in the news in Europe (*Ter Wal, 2004*). Lesbian, Gay, Bisexual and Transgender (LGBT) people represent roughly 6% of the population of the United Kingdom but account for less than 1% of the population seen on TV. 20% of the British population is disabled but less than 1% is represented in British TV (*CDN 2009-10 Progress Report*).

Through the sources they use, the subjects they select and the treatment they choose, the media influence the agenda (what to think about) and public perception (how to think) of contemporary debates. This is why the Council of Europe considers truly inclusive information - where everyone can participate as witnesses, players, producers etc. - to be crucial for social cohesion and democratic participation. But today, too many people are still excluded from public debates!

The MARS - Media Against Racism in Sport – EU / CoE joint programme chooses to focus, though not exclusively, on sport because it is considered as an important area for building social cohesion as it is also a major sector of investment in the media industry. However, sport media coverage does not reflect social and cultural diversity and does not ensure equity for all. Only 5% of press articles cover cultural and social aspects of sport; 40% of all sport articles refer to only one source and 20 % refer to no sources at all; female athletes have four times more chances to be covered by a female journalist rather than a male one but less than 5% of sport news and stories are made by female journalists (*Play the Game, 2005*)!

Building upon standards set by various Council of Europe bodies on media pluralism, expression of diversity and non discrimination and the outcome of the 2008-10 CoE's antidiscrimination Campaign, the MARS – Media Against Racism in Sport – EU / CoE joint programme aims at considering non discrimination and expression of diversity as an ongoing angle of media coverage.

Through this approach applied to sport coverage, MARS wants to encourage innovative modes of media content production that could be reproduced in all media sectors and used by any form of media coverage. By stimulating media cross-practices in the field of training, ethics and production, MARS aims at implementing an inclusive and intercultural approach to media content production. To achieve these outcomes, the MARS programme offers media professionals (journalism students and trainers, journalists, media managers, etc.) to participate in **National and European Media Encounters** and **Media Work Exchanges** conceived as first steps towards a European media network against racism and for intercultural dialogue.

More – www.coe.int/mars !